

Last Received: 08/27/2012 11:43 AM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI
Product PRIORITIES USA
Estimate# 1562
Buyer CASEY BESSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1562
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: PRIORITIES USA ACTION SC=*

--- REMARKS ---

VER 3 ISSUED TO CXL SPOT N/A LN 26
W/MKGD'S LN'S 32-33; REV PRGM LN 31
CONTRACT TOTAL REMAINS \$18,900
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*26	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	09/29-09/29	0	0	0	\$0.00	
				Buyline Comment: CXL DUE N/A DUE PRGM CHANGE								
				Sales Remark: V3 CXL DUE N/A DUE PRGM CHANGE								
				V3 More than 2 codes changed								
	*31	SU	12A-1A	LEVERAGE	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
				Buyline Comment: REVISE PRGM								
				Sales Remark: V3 REVISE PRGM								
				V3 Program Name Change, Comment Changed								
	*32	SA	9A-7P	2012 RYDER CUP	:30	\$250.00	09/29-09/29	1	1	1	\$250.00	
				Buyline Comment: MKGD FROM LN 26								
				Sales Remark: V3 MKGD FROM LN 26								
				V3 Added								
	*33	SU	12P-6P	2012 RYDER CUP	:30	\$250.00	09/30-09/30	1	1	1	\$250.00	
				Buyline Comment: MKGD FROM LN 26								
				Sales Remark: V3 MKGD FROM LN 26								
				V3 Added								

EC'd Yes Last Received: 08/27/2012 11:43 AM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.	Agency () MUNDY KATOWITZ MEDIA INC	Rep Firm
Advertiser () PRIORITIES USA ACTI	1322 G. STREET SE	Sales Office () PHILADELPHIA
Product PRIORITIES USA	WASHINGTON, DC 20003	Salesperson () ANJIE BRADY
Estimate# 1562	Agency C/P1/P2/E 321/340/1562	
Buyer CASEY BESSETTE	Flight Dates 09/25/2012 - 10/01/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

---REPORT TOTALS---

Report Totals: 3 / \$650.00

---SALES MONTHLY TOTALS---

Sep 12:	27 / \$15,250.00	Oct 12:	5 / \$3,650.00
Sales Totals: 32 / \$18,900.00			
Station Totals: 32 / \$18,900.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$57,273	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books	JUL11, EJUL12, NOV11, MAY12, ENOV12
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE